RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JANUARY: DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Paul:

We have placed orders for *Doral* ***Pre-Sleeved*** *Tear Tape* product (@ .50¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. **1290** SKUs of Displays (item #535481) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2620-01

UPC Code	Doral Brand Styles	#/ (6M) Cases
12300-24698	Light	43
12300-24750	Light 100	43
12300-24752	Lt Men 100	43
12300-24751	FF 100	43

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): **January 5, 1998**
Displays Arrival (@ Consolidated): **January 8, 1998**
Ship Date to Retail: **January 26, 1998**

Display (Item #535481)

SKU CUBE: **0.4965**
SKU WT (w/o Product): **1.5625 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$25,979.18**

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Source: https://www.industrydocuments.ucsf.edu/docs/fxcp0000

Promotion Description: Utilize self-contained shipper displays. Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Onc carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST
SEE ATTACHED 'WHOLESALER PACKING INSTRUCTIONS'

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $842.80 **(60.2 (12M) cases @ $14.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: DORAL $1.00 OFF 2-PACK PURCHASE / PROMO #800004

RETAIL DISTRIBUTION DATE: 1/26/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI
A-PLUS/ SUNOCO	301	See List	371	1	2	25			2	16	108			214	3
AMOCO	58	1	58							27	2			29	
BP OIL	44	1	44											44	
COASTAL MART	37	2	74							22				52	
COOKS CONVENIENT	7	See List	10								10				
COUNTRY FAIR	70	See List	87								13	7		67	
CONV EXPRESS	5	See List	9								9				
EXPRESS MART	41	See List	46								46				
HESS MART	51	See List	93							4	78			11	
HESS STATION	155	See List	168	1		2				28	97			39	1
KRAUSZERS	12	1	12	12											
MANLEY'S	11	See List	30								30				
MOBIL / ON THE RUN	100	1	100	14		24			13		44				5
QUICKWAY	29	See List	36								36				
7/11 - HANDEE MART	24	1	24									1	9	14	
SUGARCREEK	71	1	71								71				
SUNRISE FOODS	16	See List	21								21				
INDEPENDENTS & SMALL CHAINS	33	See List	33	1		4	2		3	4	13			6	
TOTALS	1065		1287	29	2	55	2	0	18	101	578	8	9	476	9

(RIC-STDOR.XLS)12/1/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

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